Update Your Sponsorship Model: Monetizing Live & Virtual Events

with Meg Fasy

Sponsored by: DUBAI
Monetizing Live & Virtual Events

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AGENDA

1. Quick Recap
2. Deep Dive
Sponsorship Strategy
GOALS

SPONSOR ECOSYSTEM

REVENUE

ATTENDEE ENGAGEMENT
How do I Price My Virtual Event?

Hard Costs
Software & Platform
Event Services
Prizes/Swag
Marketing Costs
PRICING VIRTUAL EVENTS

Perceived Value
First-time Events - Ease in Tier Registration Options
3 TYPES OF SPONSOR

BRANDING
EXPO
EXPERIENTIAL
BRANDING

- Banners
- Customized Splash pages
- Micro-sites
- Direct Messaging
- Polling
- Swag Room
B R A N D I N G

Social Media

Mobile Apps

Pop-up Ads & Banners

Commercial prior to Keynotes/Breakouts

Branded Transition Slides

Digital Live Scribing
Customized Booths
Live Chats
Digital Content/Links
Demos
Message Boards

Pre-Event Parties

Expert Bar
100 QUESTIONS

Le mur Baromètre des questions non résolues

The Barometer wall of unresolved questions
Peer to Peer Chats
Knowledge-Sharing
Social Media Events
Contests
Live Competitions
Demo w/Voting
Streaming parties
Tiny Campfires
Happy hours
Tea/Coffee Tastings
Bingo
Slack Channels
Gamification
Snack Breaks
Philanthropy
Healthy & Well-Being
Analytics

- Click-through rates
- Dwell Time
  - Look at Product
  - Speak to Rep
  - Download Documents
- Social Media Buzz
- Chat Room Word Clouds
Resources

Cultivatepcg.com - Terri Fisher-Berkey
Fillitforward.com - Matt Wittek
Tinycampfires.net

Swag-guru.com - Deborah Price
Keepyourcitysmiling.com - Sam Eitzen

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Thank you

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